

US EPA ARCHIVE DOCUMENT

# Changing the Market for Energy Efficiency in Whatcom County, Washington



**Shawn Collins**

Opportunity Council  
[shawn\\_collins@oppco.org](mailto:shawn_collins@oppco.org)



**Alex Ramel**

Sustainable Connections  
[Alex@sconnect.org](mailto:Alex@sconnect.org)



# Community Energy Challenge

## Program Background

- goals
- partners
- process

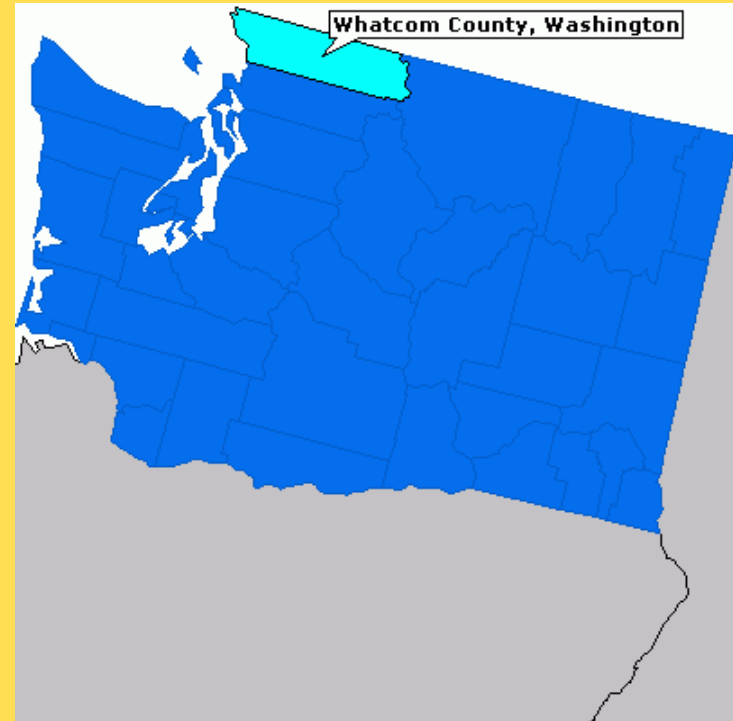
## Outcomes

- energy efficiency
- economic impact

## Evaluation

- Lessons Learned

## Q&A



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# Community Energy Challenge



Making energy efficiency, **accessible, affordable, and attractive** by creating a One Stop Shop for Energy Efficiency in Whatcom County, Washington



# Program Goals



- Create and support local living wages jobs in the construction industry
- Reduce energy consumption in residential and commercial buildings in Whatcom County



# Community Action Plan

## Bellingham Community Greenhouse Gas Emissions

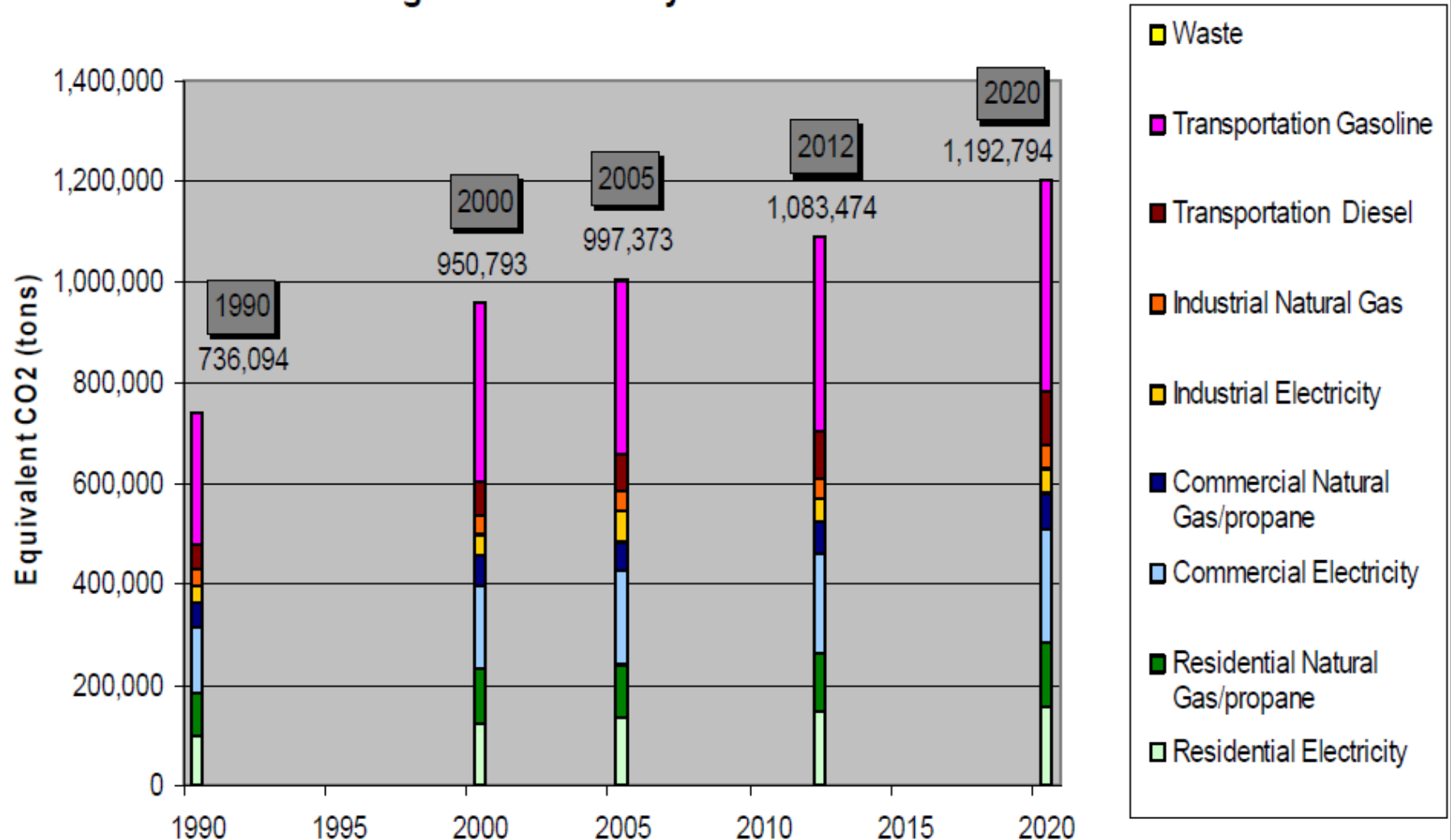


Figure 26: Community greenhouse gas emissions 1990-2020

Source CACP Model Output

# Partners

## Opportunity Council

- non-profit community action agency
- 25 years weatherization experience

Residential Program

Contractor Training

Start to Finish Project Coordination

Fiscal Coordination

## Sustainable Connections

- non-profit network of local independently-owned businesses
- led successful 2007 Green Power Challenge

Commercial Program

Marketing & Outreach

Partnerships & Community Engagement



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# Partnerships

## Utility Companies



## Local Governments



## Non-profits & Educational Institutions



BELLINGHAM  
WHATCOM COUNTY  
HOUSING AUTHORITIES



WESTERN  
WASHINGTON UNIVERSITY



PeaceHealth Whatcom Region

*Dedicated to Exceptional Medicine and Compassionate Care*

## Financial Institutions



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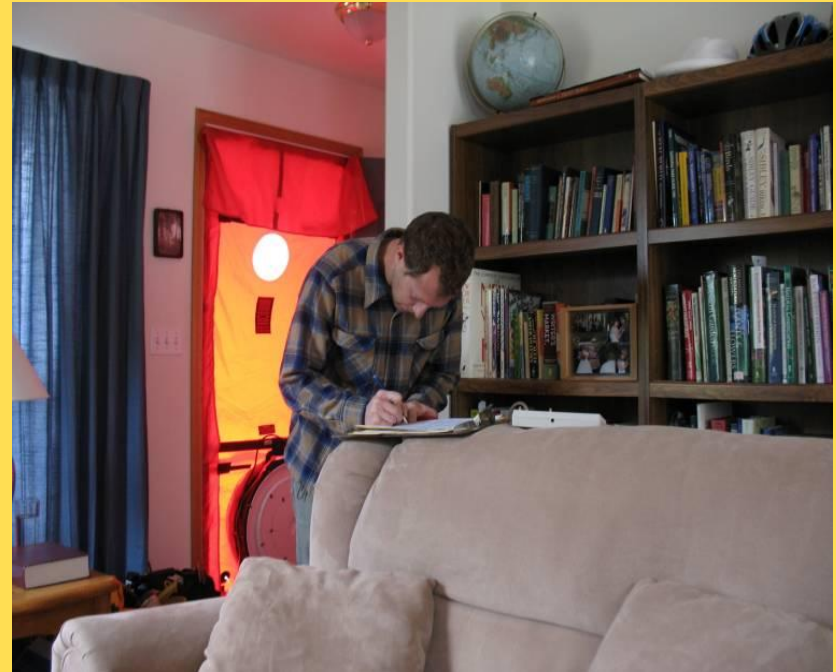
# Overview the CEC process



# So Far...

As of March 2012

- Residential assessments: 655
- Residential projects: 455 (in 346 homes)
  - Average \$450/year savings (~30%)
- Commercial assessments: 120
- Commercial projects: 48 (at 32 businesses)



# Economic Impact

As of March 2012

- Last quarter: 84 positions supported (28 FTEs)
- Total economic activity: \$6,048,075
- Dollars of private investment per public dollar: \$1.17
- Estimated annual energy savings: \$229,117
- 122 projects used loans





# Program Continuity

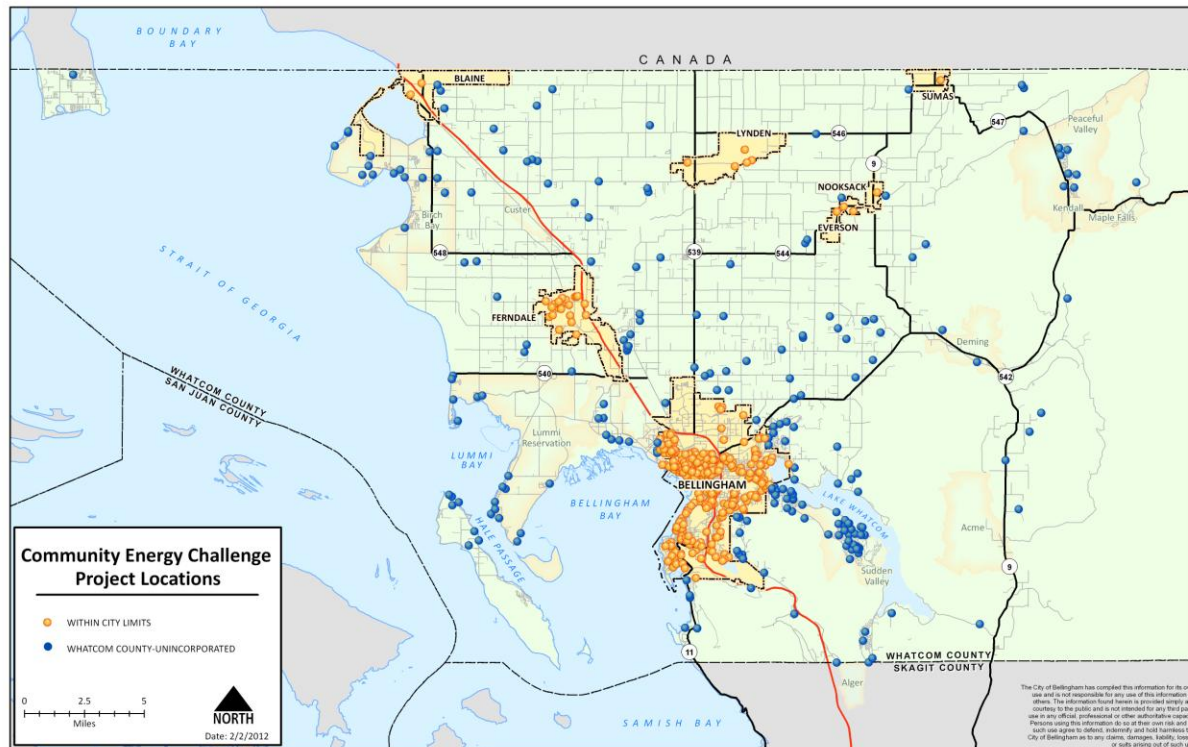
## Beyond the Recovery Act:

- Funded through mid-2013
- Possibility for continued support from Washington State to continue to provide funds to CEEP projects
- Income generated through customer fees and project coordination/customer acquisition fees from contractors
- Program will be scaled according to operational funds/fees structure adjusted as needed



# Lessons Learned

- There is ample market demand for this type of EE work, and significant savings opportunity





# Lessons Learned

- Importance of identifying non-profits to partner with:
  - This can have a direct influence on funding a program
    - Provide program administration role
      - Great if local government does not have the staff or capability
    - Provide expertise
    - Provide Grant writing expertise



# Lessons Learned

- The critical role funding plays in developing a program
  - Planning improves the chance of obtaining funding for a program
  - Know how much funding you need for your program
  - Begin to identify quality funding sources
  - Flexibility to apply for grants when they become available
    - ARRA Better Buildings grant as an example



# Lessons Learned

- **Importance of reaching out to utilities**
  - Understand what utilities gain from energy efficiency
  - Recognize their constraints – improvements must meet specific cost effectiveness criteria



# Lessons Learned

- Recommendations for communities on a shoestring budget
  - **Pilot program can be a low-cost path to success**
    - Can expand the program
    - Success can show proof of concept and lead to greater funding
  - **Focus first on the information barrier**

# Questions







**[www.CommunityEnergyChallenge.org](http://www.CommunityEnergyChallenge.org)**

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